



# **A WILD DESIGN FOR A RUGGED TELEVISION PRODUCTION COMPANY**

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York+Wilder Website Design

SPINX



The background of the slide is a photograph of a desert landscape at sunset. In the foreground, there is a large, reddish-brown rock formation with a jagged, stacked appearance. The sky is filled with soft, colorful clouds in shades of purple, pink, and blue. The ground is sandy with some sparse green desert vegetation.

## Overview

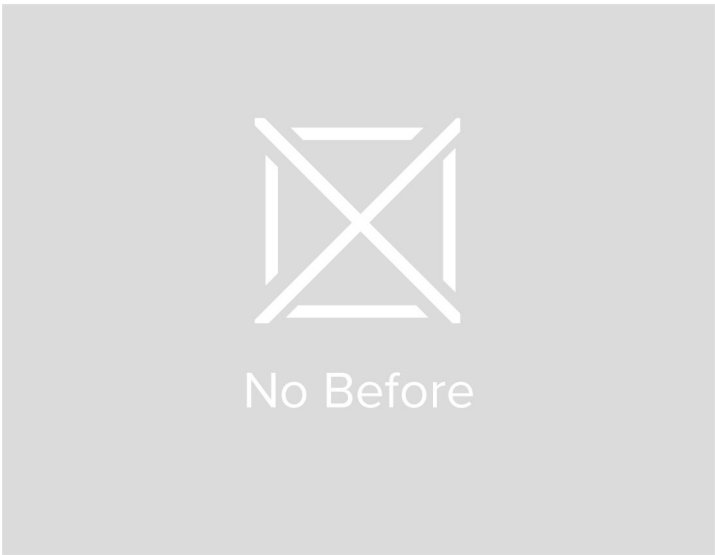
York+Wilder is a relatively new production company, but they have a number of high ranking shows under their belt from Animal Planet's Lone Star Law to ABC's Game Changers. With their expedient and newfound success, York+Wilder needed their first website up and running as soon as possible; and not just any website, but a highly conceptual website with lots of bells and whistles, and we at SPINX were happy to provide.



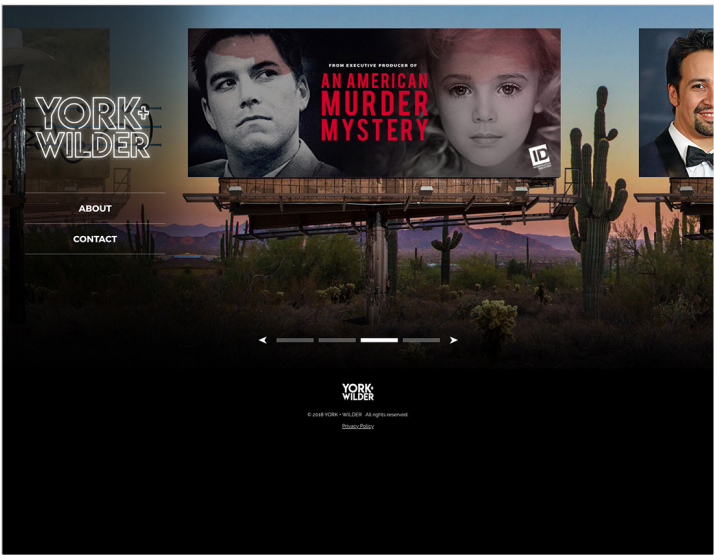
With offices in New York City and Austin, York+Wilder wanted to combine their top shelf production value found only in the “Big Apple” with the inspiration they found in the spirit of Texas. Blending the two ideas, we created a side scrolling homepage with photorealistic billboards of shows they produced, giving the look and feel of driving down a dusty Texas road. We utilized parallax effects to create a simulation of what it actually feels like to drive down the road.

Not only did we create a beautiful website with an incredibly unique look and feel, but we also designed an incredible neon-esque logo and all the key art for the billboards, solidifying a cohesive design. Best of all, we were able to create and launch everything incorporated with the site within a month.

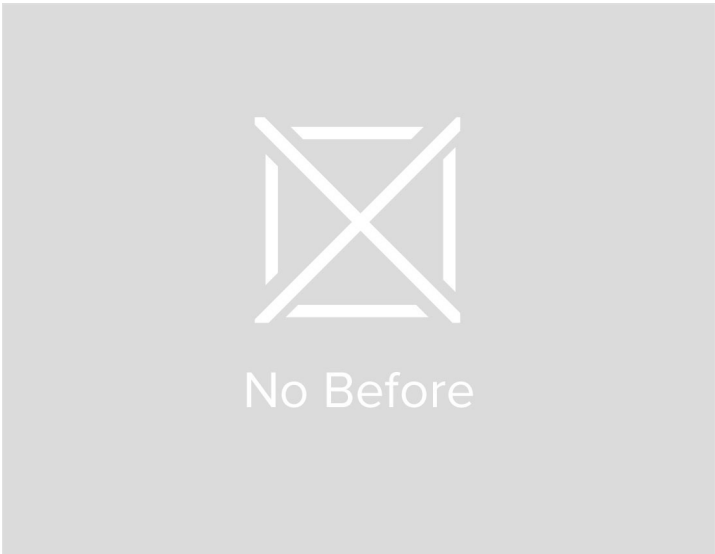




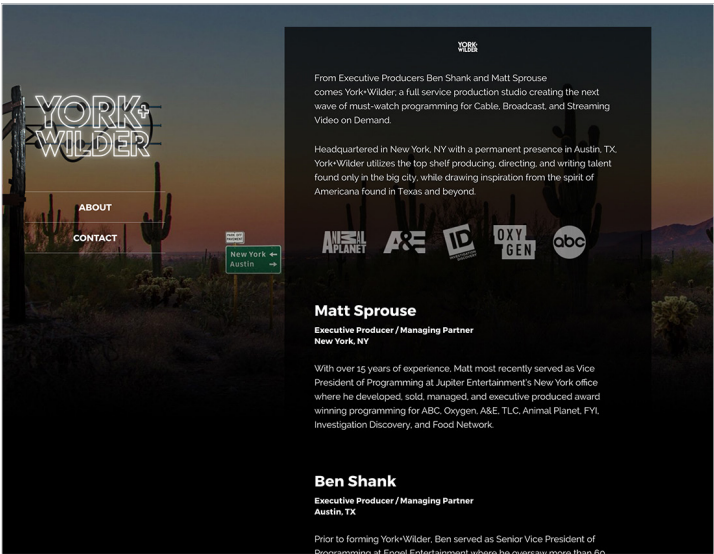
Before



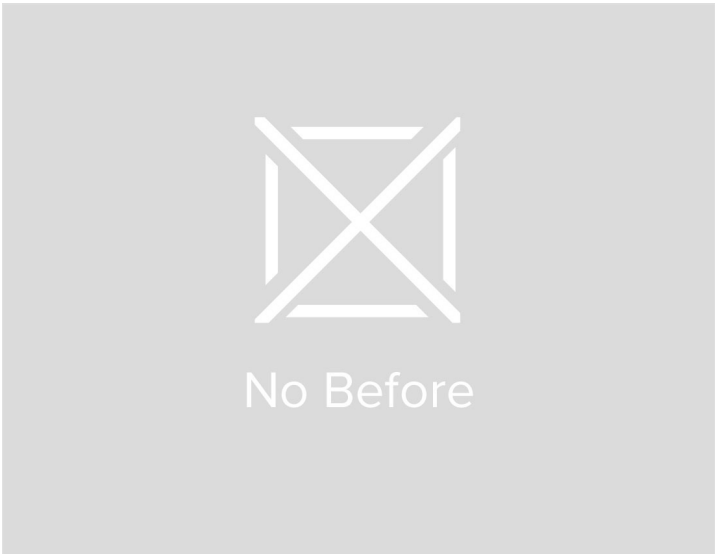
After



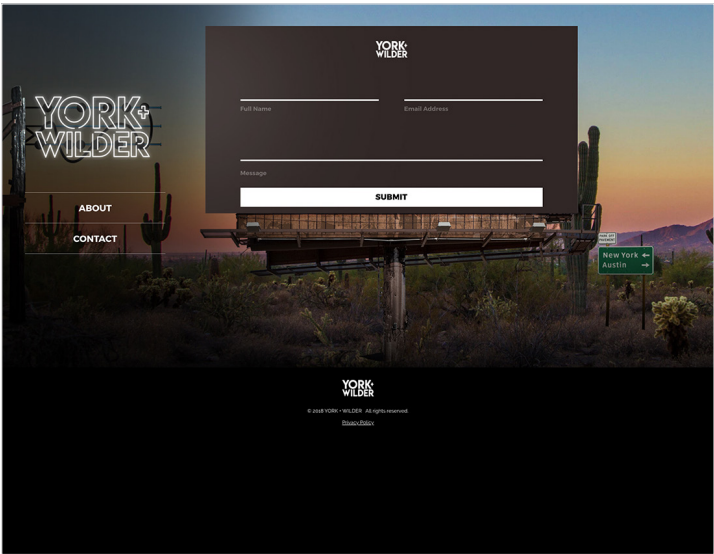
Before



After

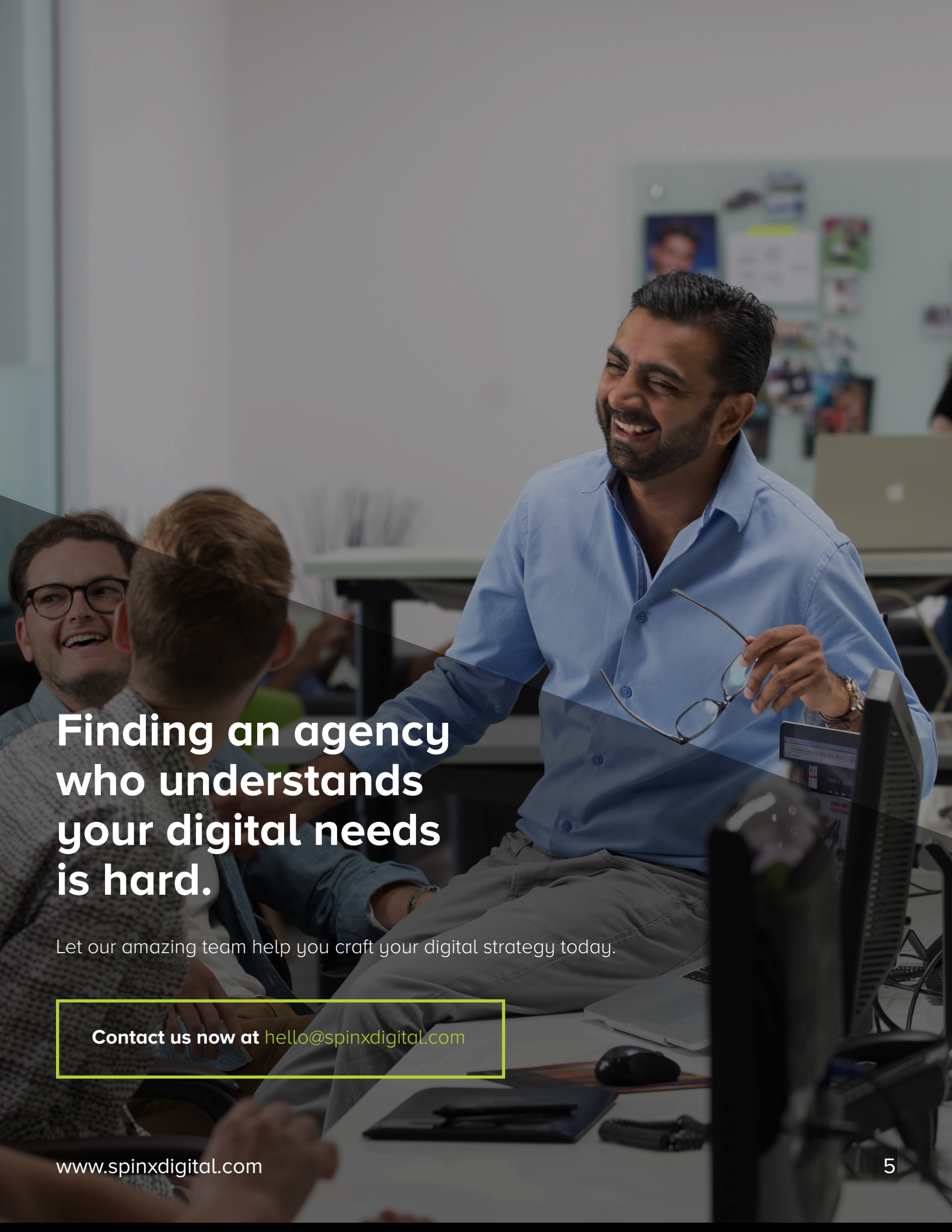


Before



After





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